

# **U.S. Army 2005 MWR Leisure Needs Survey Results**

**Fort McCoy  
Wisconsin**

# BRIEFING OUTLINE

Fort McCoy

## ▮ **LEISURE NEEDS SURVEY**

- Project Overview
- Methodology
- Patron Sample
- Products

## ▮ **SURVEY RESULTS**

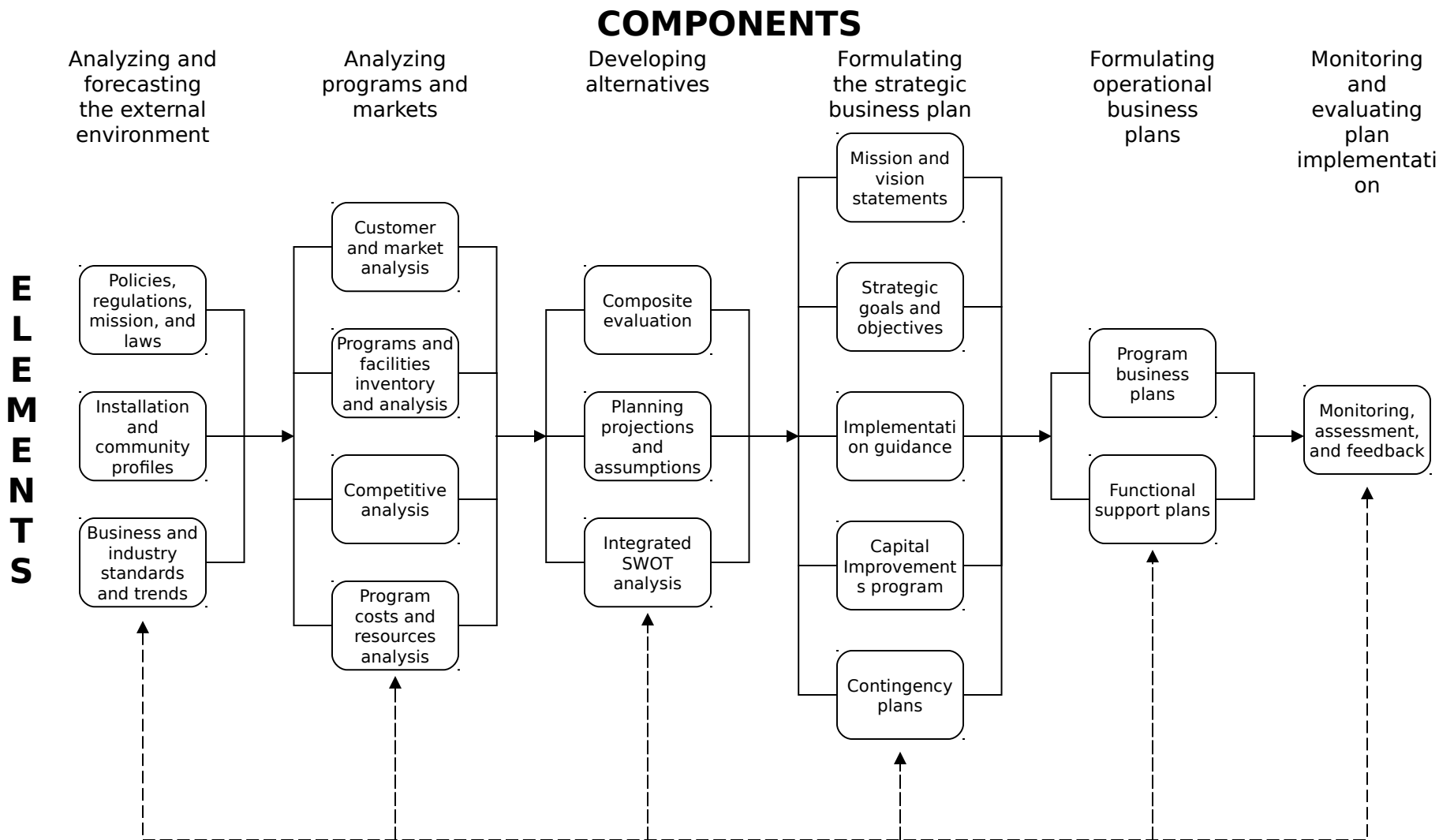
- MWR Programs and Facilities
- Army Community Service
- Child and Youth Services
- Better Opportunities for Single Soldiers
- Leisure Activities
- Deployment and MWR
- Career Intentions

## ▮ **NEXT STEPS**

# PROJECT OVERVIEW

Fort McCoy

## MWR STRATEGIC BUSINESS PLANNING MODEL

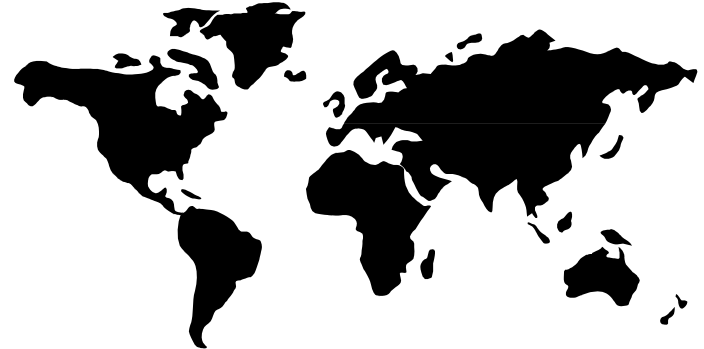


# METHODOLOGY

## Fort McCoy

### ▮ **PROJECT SCOPE**

- 92 sites were surveyed in 2005
  - Northeast (21 sites)
  - Northwest (10 sites)
  - Southeast (13 sites)
  - Southwest (14 sites)
  - Europe (20 sites)
  - Korea (9 sites)
  - Pacific (5 sites)
- 249,555 surveys were distributed throughout the Army to four patron groups:
  - Active Duty Soldiers
  - Spouses of Active Duty Soldiers (CONUS only)
  - DA Civilians
  - Retirees (CONUS only)
- 2,201 surveys were distributed at Fort McCoy



### ▮ **SURVEY ADMINISTRATION**

- Designed to collect information on installation MWR programs and facilities as well as the leisure activities of your potential market
- 65 multiple choice questions; 7 questions were tailored to your specific installation issues

## ▮ **SURVEY ADMINISTRATION (Continued)**

- Active Duty and DA Civilian surveys distributed by installation POCs
- Spouses of Active Duty and Retiree surveys direct mailed to home addresses (CONUS only)
- Web survey option offered for the first time to all respondents

# METHODOLOGY

## Fort McCoy

### □ SURVEY SAMPLE

- Four population segments
  - Active Duty
  - Civilian Employees
  - Spouses of Active Duty (CONUS only)
  - Retirees (CONUS only)
- Response Rates and Confidence Intervals for each patron group and overall sample

	<u>Survey Population</u>	<u>Surveys Distributed</u>	<u>Surveys Returned</u>	<u>Response Rate *</u>	<u>Confidence Interval **</u>
Army:					
Survey Totals	1,212,240	249,555	50,651	20.91%	±.43%
Fort McCoy:					
Active Duty	667	245	62	25.31 %	±11.85%
Spouses of Active Duty	89	102	13	12.75 %	±25.12%
Civilian Employees	1,377	966	183	18.94 %	±6.75%
Retirees	966	888	269	30.29 %	±5.08%
<b>Total</b>	<b>3,099</b>	<b>2,201</b>	<b>527</b>	<b>23.94 %</b>	<b>±3.89%</b>

\* Response rate is calculated by dividing the number of surveys returned by the number of surveys distributed. It should be noted that low response rates (i.e., less than 20%) increase the chance that one or more subgroups (e.g., for active duty patron group, E1-E4 is a subgroup) may be over- or under-represented. Any patron groups with fewer than 15 survey respondents do not have their data reported to protect privacy and ensure representativeness.

\*\*A confidence interval for a sample mean tells us the range in which we are likely to find the true population mean: Assume 300 surveys were returned for an active duty patron group of 1,350. 52% responded that they used the gym in the last year. The 95% confidence interval for this case would be ±5%. Thus there is a 95% chance that the TOTAL number of active duty at this installation who used the gym last year is between 47% and 57%. We can be 95% confident that between 634 and 770 active duty used the gym

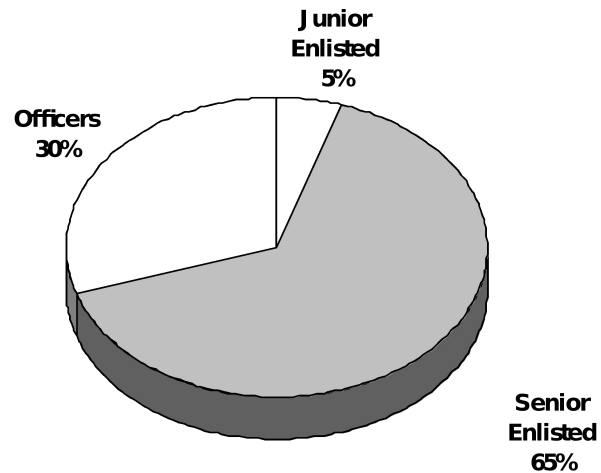
# PATRON SAMPLE\*

Fort McCoy

## RESPONDENT POPULATION SEGMENTS

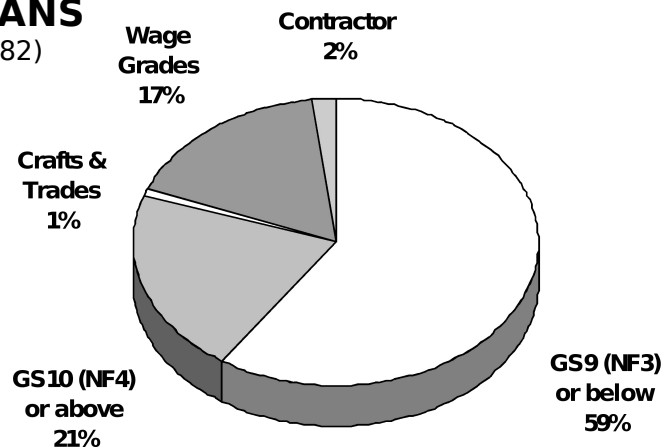
### ACTIVE DUTY

(n = 57)



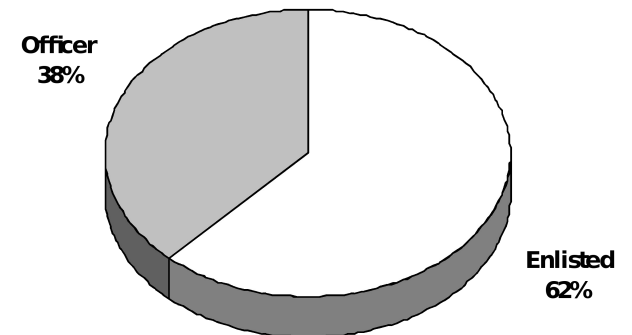
### CIVILIANS

(n = 182)



### RETIREEES

(n = 196)



\*The n provided for each patron group is equal to the number of respondents who provided their rank or paygrade.

# PRODUCTS

Fort McCoy

## ▮ **PRODUCTS**

- Comprehensive installation report of survey data in electronic form
- SPSS data file provided to installation representatives for further analyses, if desired
- Installation level briefing of findings
- IMA and Army level roll-up reports and briefings

## ▮ **PRODUCT DISTRIBUTION**

- All products provided on CD
- CD distribution to installation MWR Directors, IMA Headquarters, and U.S. Army Community and Family Support Center

# MWR PROGRAMS & FACILITIES: USAGE AT FORT McCOY

Fort McCoy

## **MOST FREQUENTLY USED FACILITIES**

Fitness Center/Gymnasium	47%
Post Picnic Area	30%
Swimming Pool	27%
Recreation/Community Activity Ctr.	27%
Cabins & Campgrounds	26%

## **LEAST FREQUENTLY USED FACILITIES**

Youth Center	3%
BOSS	3%
Child Development Center	4%
School Age Services	5%
ITR - Commercial Travel Agency	10%

# MWR PROGRAMS & FACILITIES: SATISFACTION AT FORT McCOY\*

Fort McCoy

## FACILITIES WITH HIGHEST SATISFACTION RATINGS\*

Youth Center	4.66
School Age Services	4.52
Fitness Center/Gymnasium	4.49
Swimming Pool	4.45
Bowling Center	4.38

## FACILITIES WITH LOWEST SATISFACTION RATINGS\*

Car Wash	3.75
Athletic Fields	3.81
Library	3.82
Recreation/Community Activity Ctr.	4.05
ITR - Commercial Travel Agency	4.07

\*Programs and facilities were rated on a 5 point scale: 5 = Very Satisfied and 1 = Very Dissatisfied

# MWR PROGRAMS & FACILITIES: QUALITY AT FORT McCOY\*

Fort McCoy

## FACILITIES WITH HIGHEST QUALITY RATINGS\*

Youth Center	4.51
Swimming Pool	4.38
Fitness Center/Gymnasium	4.30
Bowling Center	4.28
Automotive Skills	4.25

## FACILITIES WITH LOWEST QUALITY RATINGS\*

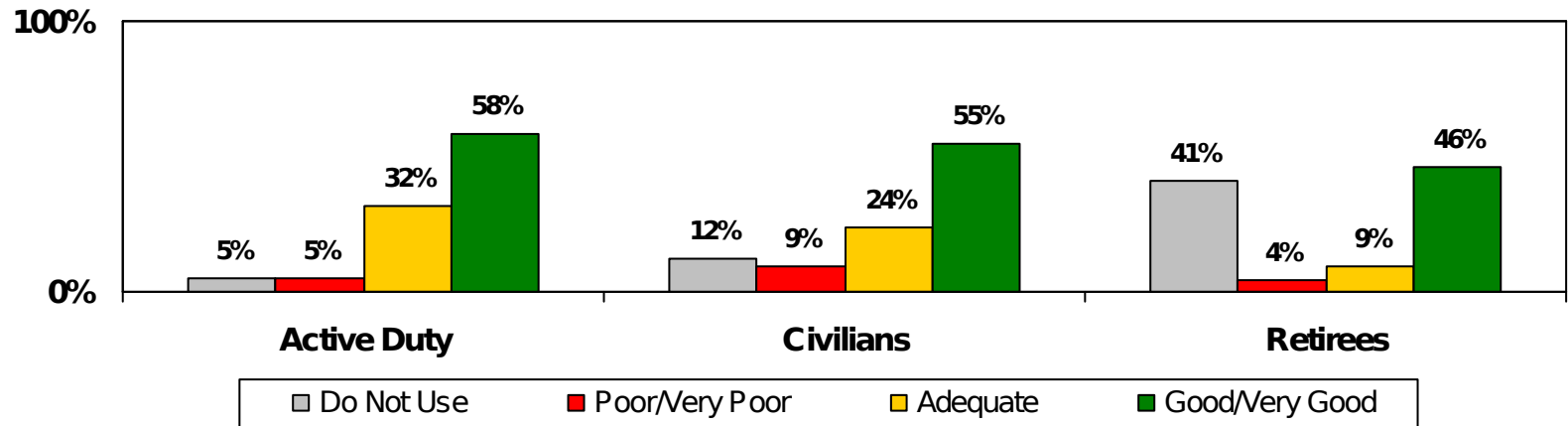
Car Wash	3.63
Athletic Fields	3.74
Library	3.79
Recreation/Community Activity Ctr.	3.95
ITR - Commercial Travel Agency	3.96

\*Programs and facilities were rated on a 5 point scale: 5 = Very Good and 1 = Very Poor. These ratings are an average of three quality scores: Building/Facility/Space, Equipment/Furnishings, and Personnel.

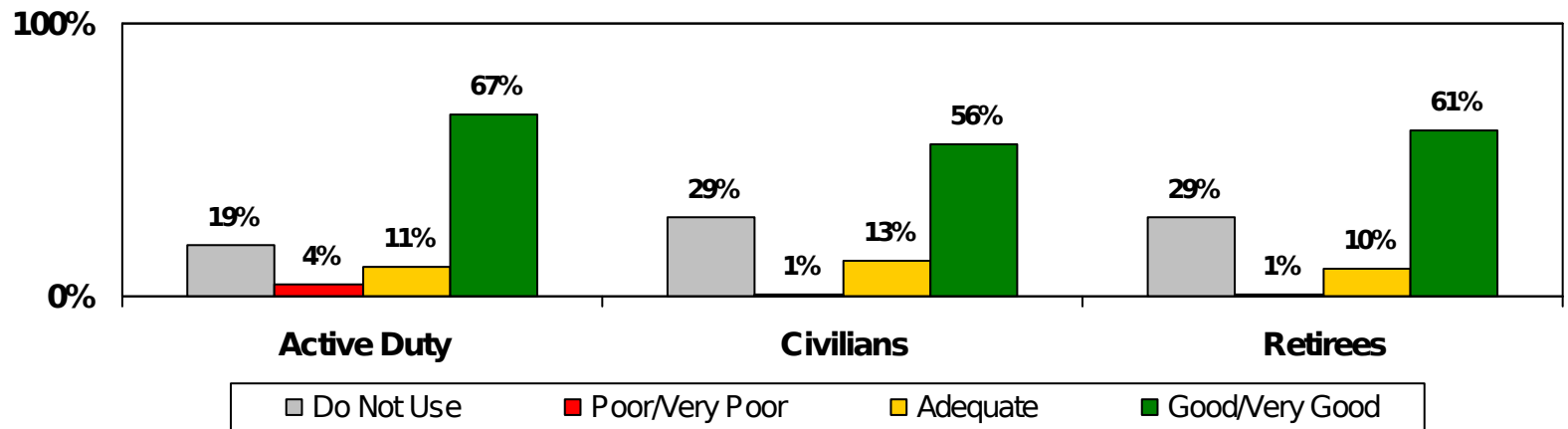
# MWR PROGRAMS & FACILITIES: FOOD AND BEVERAGE SERVICES QUALITY

Fort McCoy

## Quality of On-Post Services



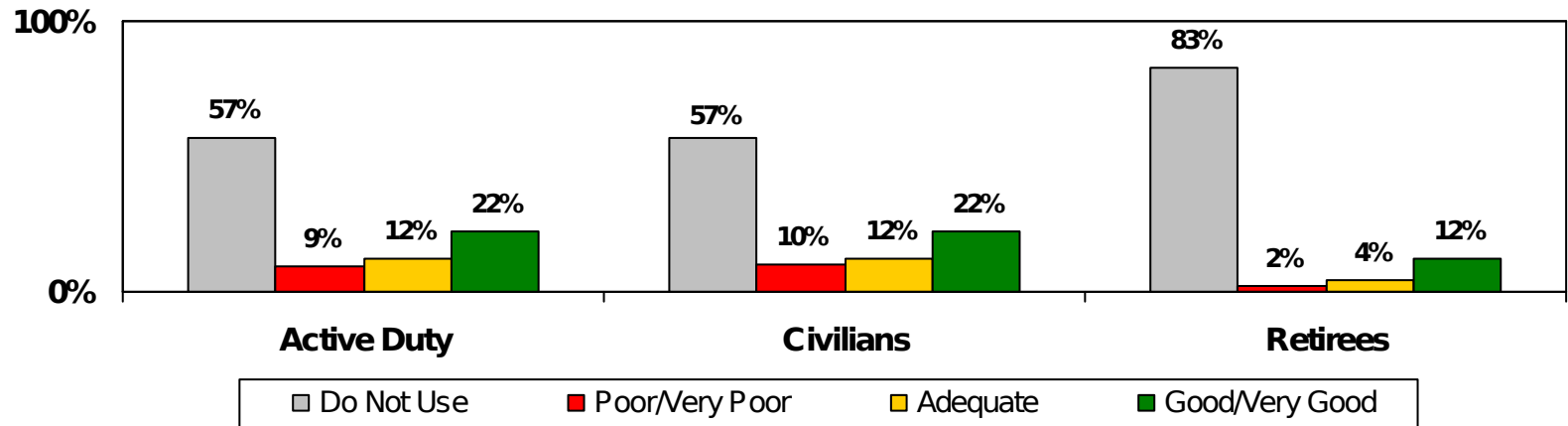
## Quality of Off-Post Services



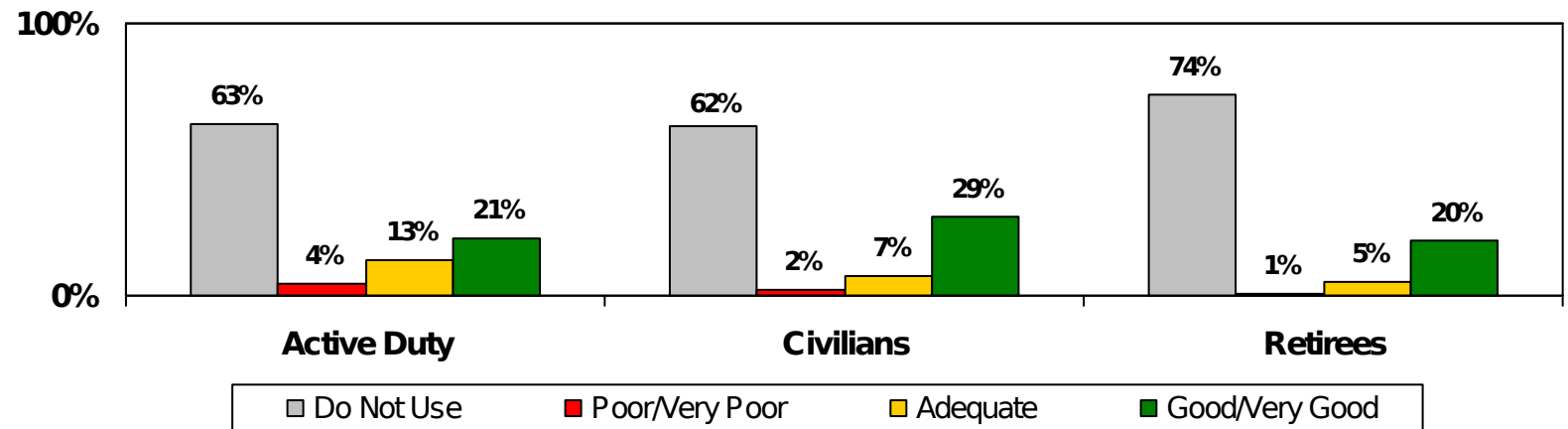
# MWR PROGRAMS & FACILITIES: CATERING SERVICES QUALITY

Fort McCoy

## Quality of On-Post Services



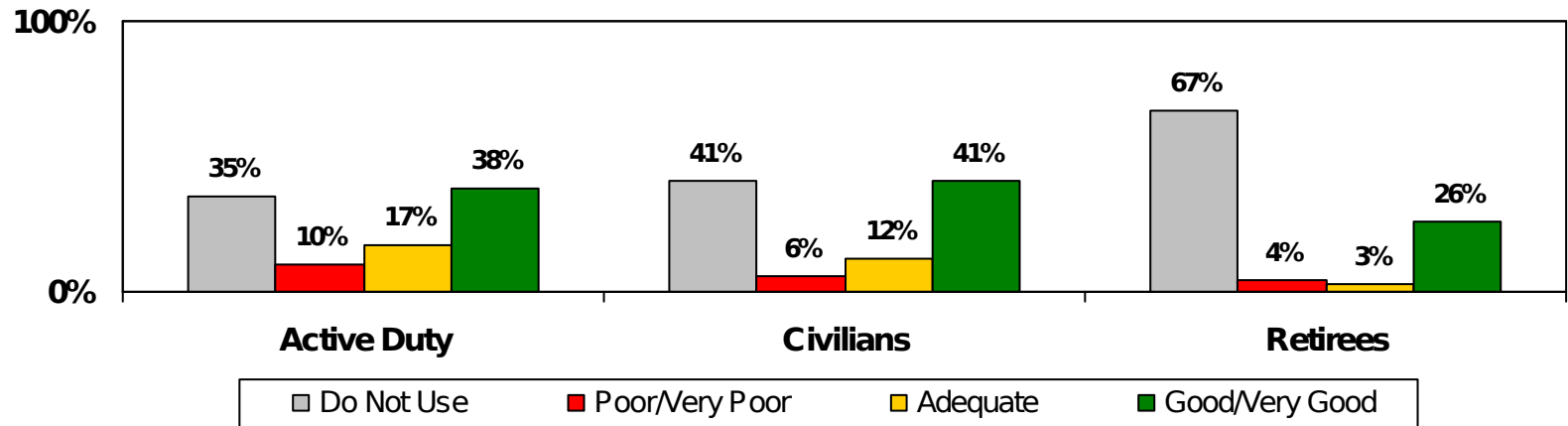
## Quality of Off-Post Services



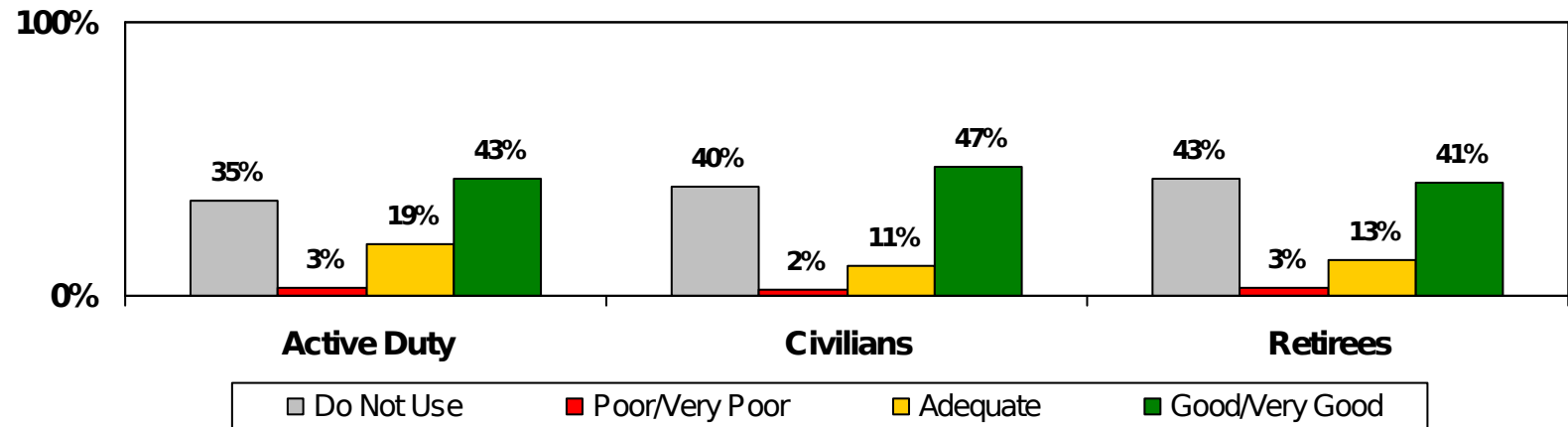
# MWR PROGRAMS & FACILITIES: ENTERTAINMENT SERVICES QUALITY

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## Quality of On-Post Services

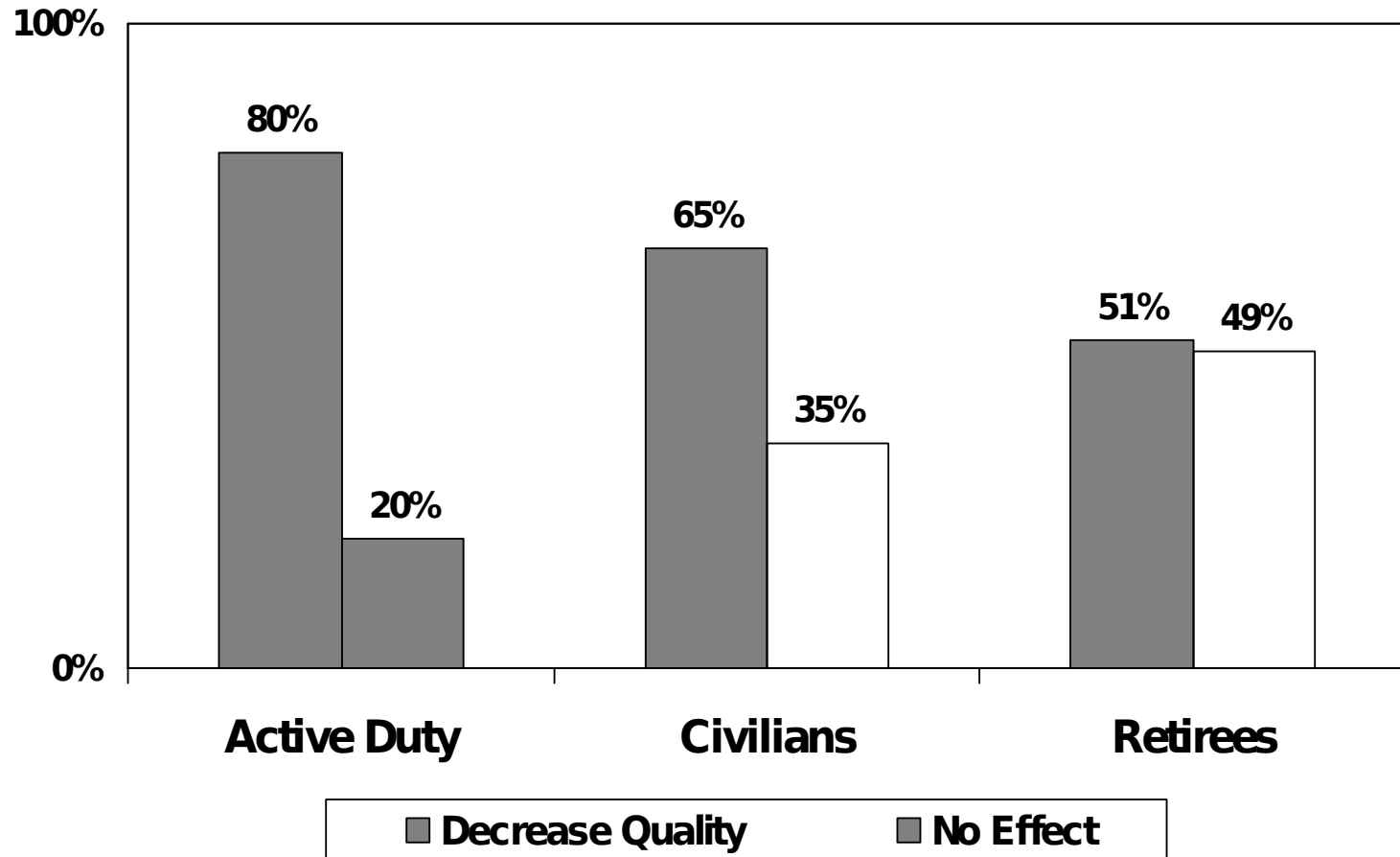


## Quality of Off-Post Services



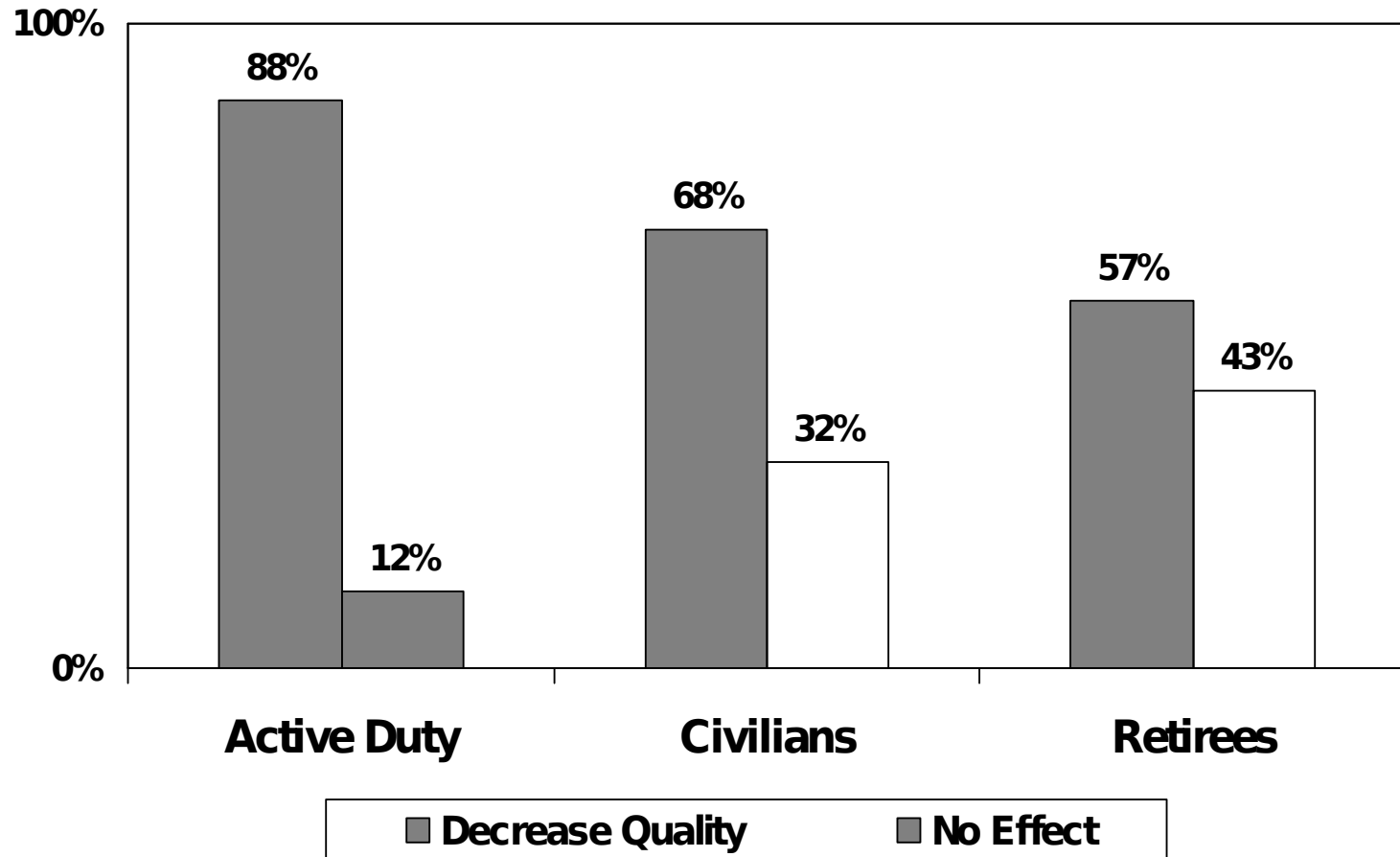
# MWR PROGRAMS & FACILITIES: CLUB PROGRAM ELIMINATION EFFECT ON ARMY QOL

Fort McCoy



# MWR PROGRAMS & FACILITIES: RECREATION PROGRAM ELIMINATION EFFECT ON ARMY QOL

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# MWR PROGRAMS & SERVICES: MOST AND LEAST IMPORTANT ACTIVITIES/PROGRAMS

Fort McCoy

Respondents were asked to select the 7 most important and 7 least important activities and programs offered on an Army installation.

## **Top 7 Activities/Programs**

Fitness Center/Gymnasium	80%
Army Lodging	77%
Swimming Pool	49%
Child Development Center	44%
Clubs	40%
Library	38%
Recreation/Community Activity Center	38%

Golf Course Pro Shop	73%
Golf Course Food & Beverage	59%
Bowling Pro Shop	58%
Golf Course	55%
RV Park	51%
Arts & Crafts Center	46%
Marina	42%

## **Bottom 7 Activities/Programs**

# MWR PROGRAMS & SERVICES: SOURCES OF INFORMATION\*

Fort McCoy

WHERE DO YOU GET INFORMATION?	ACTIVE DUTY	CIVILIANS	RETIREES	TOTAL
Internet	34%	31%	13%	26%
E-mail	<b>69%</b>	<b>67%</b>	14%	<b>51%</b>
Friends and neighbors	32%	22%	21%	24%
Family Readiness Groups (FRGs)	7%	2%	2%	3%
Bulletin boards on post	47%	33%	18%	31%
Post newspaper	<b>64%</b>	<b>52%</b>	<b>42%</b>	<b>52%</b>
MWR publications	<b>53%</b>	<b>53%</b>	<b>24%</b>	<b>45%</b>
Radio	5%	9%	14%	9%
Television	10%	4%	7%	6%
My child(ren) let(s) me know	0%	1%	1%	1%
Other unit members or co-workers	37%	17%	10%	19%
Unit or post commander or supervisor	10%	5%	2%	5%
Marquees/billboards	12%	15%	8%	12%
Flyers	47%	49%	<b>30%</b>	44%
Other	2%	2%	15%	6%
I never hear anything	0%	4%	20%	8%

\*The top 3 sources of MWR information are shaded for each patron group and the total population.

# MWR PROGRAMS/SERVICES: GENERATE FEELING THAT THE ARMY CARES ABOUT ITS PEOPLE\*

Fort McCoy

MWR PROGRAM/SERVICE	ACTIVE DUTY
Army Child and Youth Services	100%
Better Opportunities for Single Soldiers	29%
Army Community Service	56%
MWR Programs and Services	95%

\* Positive = moderate, great or very great extent

# ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - ACTIVE DUTY

Fort McCoy

ACS PROGRAMS	AWARENESS	BENEFICIAL*	NOT BENEFICIAL <sup>†</sup>
Information and Referral	49%	92%	8%
Outreach programs	43%	86%	14%
Family Readiness Groups	69%	82%	18%
Relocation Readiness Program	52%	92%	8%
Family Advocacy Program	54%	86%	14%
Crisis intervention	38%	100%	0%
Money management classes, budgeting assistance	38%	83%	17%
Financial counseling, including tax assistance	51%	75%	25%
Consumer information	28%	75%	25%
Employment Readiness Program	38%	80%	20%
Foster child care	20%	67%	33%
Exceptional Family Member Program	33%	80%	20%
Army Family Team Building	44%	89%	11%
Army Family Action Plan	36%	86%	14%

\* Percentage of Active Duty users

# ARMY COMMUNITY SERVICE: POSITIVE IMPACTS ON ACTIVE DUTY

Fort McCoy

POSITIVE* ACS IMPACTS	ACTIVE DUTY
Satisfaction with my job	46%
Personal job performance/readiness	43%
Unit cohesion and teamwork	47%
Unit readiness	42%
Relationship with my spouse	33%
Relationship with my children	32%
My family's adjustment to Army life	42%
Family preparedness for deployments	50%
Ability to manage my finances	23%
Feeling that I am part of the military community	40%

\* Positive = moderate, great or very great extent

# CHILD AND YOUTH SERVICES: POSITIVE IMPACTS ON ACTIVE DUTY

Fort McCoy

POSITIVE* CYS IMPACTS	ACTIVE DUTY
Helps minimize lost duty/work time due to lack of child care/youth sponsorship options	100%
Helps minimize lost duty/work time due to lack of child care/youth services	100%
Plays a role in influencing my decision/my spouse's decision to remain in the Army	89%
Allows me to work outside my home	100%
Allows me to work at home	75%
Offers me an employment opportunity within the CYS program	75%
Allows me/my spouse to better concentrate on my/our job(s)	100%
Provides positive growth and development opportunities for my children	100%

\* Positive = moderate, great or very great extent

# BETTER OPPORTUNITIES FOR SINGLE SOLDIERS (BOSS):

Fort McCoy

## POSITIVE IMPACTS ON ACTIVE DUTY

POSITIVE* BOSS IMPACTS	ACTIVE DUTY
Satisfaction with my job	33%
Personal job performance/readiness	33%
Unit cohesion and teamwork	33%
Unit readiness	17%
Ability to manage my finances	33%
Feeling that I am part of the military community	29%
Relationship with my children (single parents)	20%
My family's adjustment to Army life (single parents)	25%
Family preparedness for deployments (single parents)	25%

\* Positive = moderate, great or very great extent

# LEISURE ACTIVITIES: PREFERENCES OVERALL AND BY PATRON GROUP

Fort McCoy

## Top 10 Leisure Activities for All Respondents

Watching TV, videotapes, and DVDs	71%
Entertaining guests at home	57%
Internet access/applications (home)	55%
Going to movie theaters	53%
Walking	49%
Special family events	45%
Festivals/events	43%
Going to beaches/lakes	42%
Plays/shows/concerts	41%
Cardiovascular equipment	40%

## Top 5 for Active Duty

Internet access/applications (home)	73%
Going to movie theaters	60%
Entertaining guests at home	58%
Watching TV, videotapes, and DVDs	56%
Happy hour/social hour	47%

## Top 5 for Civilians

Watching TV, videotapes, and DVDs	78%
Entertaining guests at home	55%
Internet access/applications (home)	53%
Going to movie theaters	52%
Walking	47%

## Top 5 for Retirees

Watching TV, videotapes, and DVDs	72%
Walking	62%
Entertaining guests at home	56%
Going to movie theaters	47%
Festivals/events	46%

# LEISURE ACTIVITIES: PREFERENCES BY ACTIVITY CATEGORY

Fort McCoy

## Team Sports

Basketball	11%
Volleyball	11%
Softball	10%
Self-directed sports tournaments	6%
Touch/flag football	5%

## Outdoor Recreation

Going to beaches/lakes	42%
Fishing	38%
Camping/hiking/backpacking	36%
Picnicking	35%
Bicycle riding/mountain biking	28%

## Social

Entertaining guests at home	57%
Special family events	45%
Happy hour/social hour	36%
Night clubs/lounges	35%
Dancing	27%

## Sports and Fitness

Walking	49%
Cardiovascular equipment	40%
Weight/strength training	29%
Bowling	23%
Golf	20%

## Entertainment

Watching TV, videotapes, and DVDs	71%
Going to movie theaters	53%
Festivals/events	43%
Plays/shows/concerts	41%
Attending sports events	39%

## Special Interests

Internet access/applications (home)	55%
Gardening	38%
Automotive detailing/washing	27%
Computer games	26%
Automotive maintenance & repair	25%

# LEISURE ACTIVITIES: MARKET SHARE OF ACTIVITY PREFERENCE ON POST\*

Fort McCoy

ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	OVERALL PARTICIPATION
Internet access (library)	24%	N/A	24%
Cardiovascular equipment	23%	17%	40%
Weight/strength training	20%	9%	29%
Reading	20%	N/A	20%
Reference/research services	18%	N/A	18%
Multimedia (videos, DVDs, CDs)	17%	N/A	17%
Study/self-development	17%	N/A	17%

\*Top 7 leisure activity preferences ranked by on-post participation.

# LEISURE ACTIVITIES: MARKET SHARE OF SPECIAL INTEREST ACTIVITY PREFERENCES BY LOCATION\*

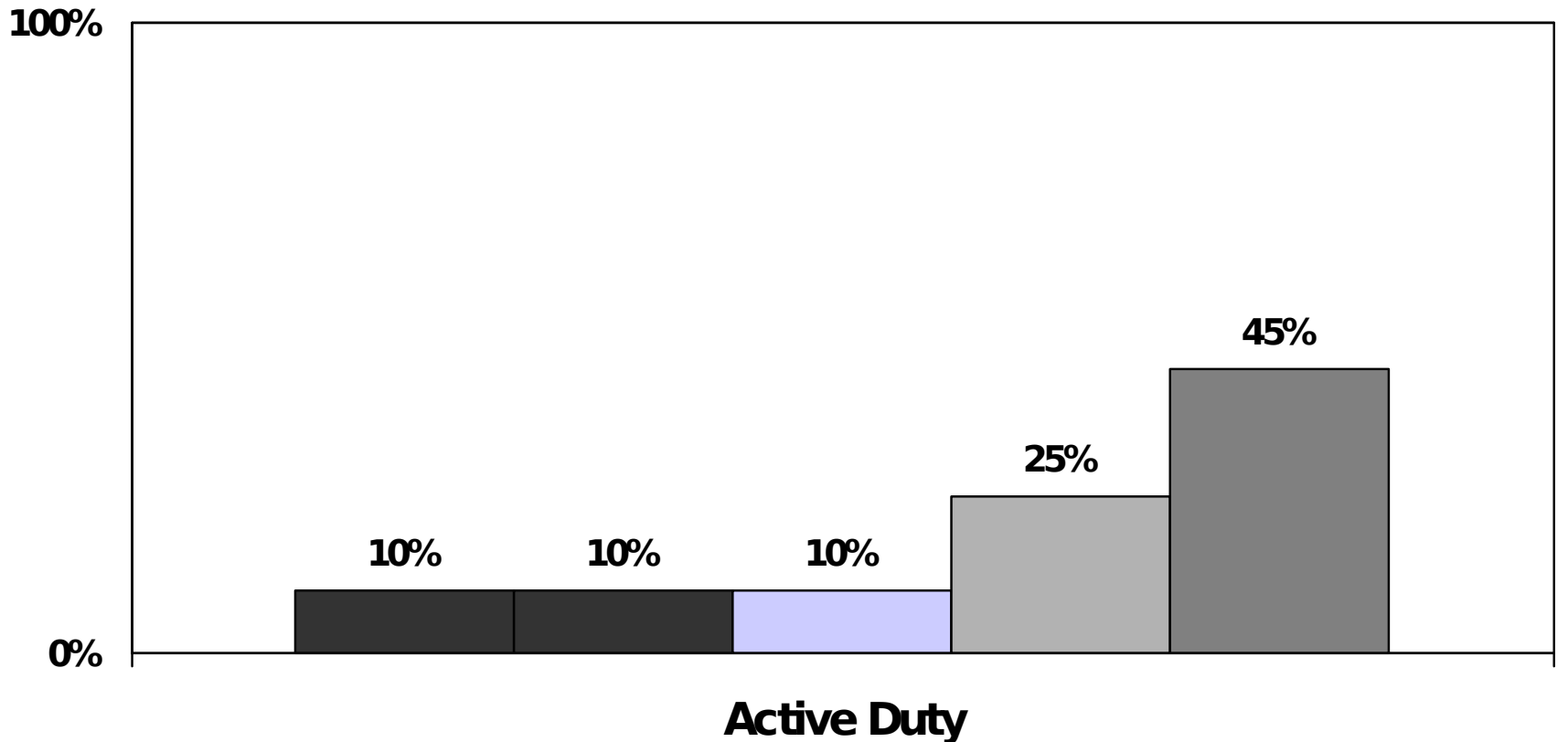
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ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	PARTICIPATED PRIMARILY AT HOME	OVERALL PARTICIPATION
Internet access/applications (home)	11%	4%	40%	55%
Gardening	0%	4%	34%	38%
Automotive detailing/washing	4%	10%	13%	27%
Computer games	1%	3%	22%	26%
Automotive maintenance & repair	6%	5%	14%	25%
Trips/touring	1%	22%	0%	23%
Digital photography	4%	5%	14%	23%

\*Top 7 special interest activity preferences ranked by overall participation.

# DEPLOYMENT AND MWR: IMPORTANCE OF ACCESS TO MWR DURING DEPLOYMENT

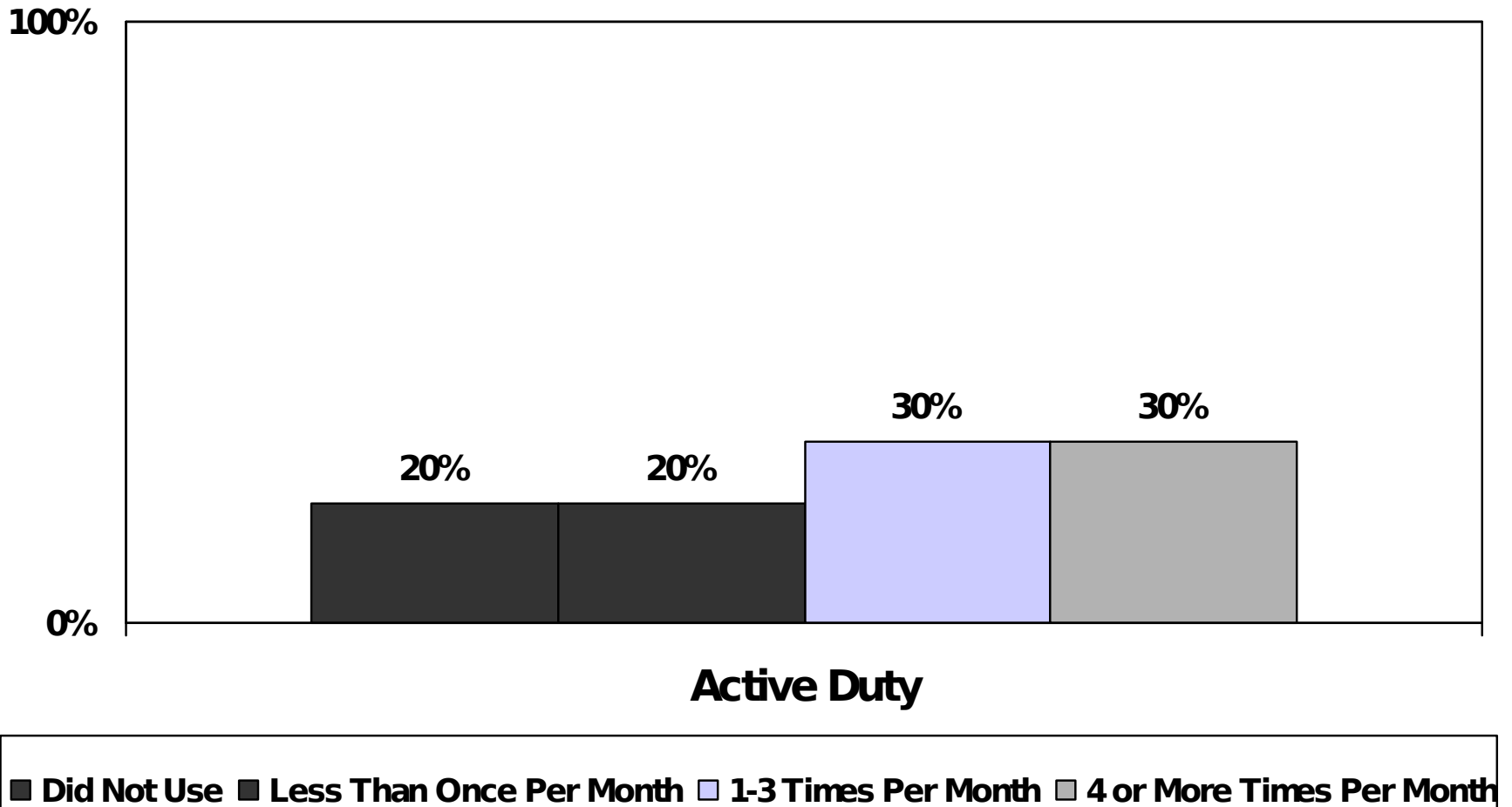
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■ Not Important ■ Slightly Important ■ Moderately Important ■ Important ■ Very Important

# DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT IN THEATER OR AT HOME INSTALLATION

Fort McCoy



# CAREER INTENTIONS: ACTIVE DUTY

Fort McCoy

Current Plans About Making the Military Your Career	ACTIVE DUTY
Definitely will not make military a career	5%
Probably will not make military a career	4%
Undecided	13%
Probably will make military a career	7%
Definitely will make military a career	71%

# NEXT STEPS

Fort McCoy

## ▮ **INSTALLATION REPORTS**

- Review information on 91 leisure activities and up to 40 MWR facilities
- Share with Commander and program managers

## ▮ **DATA APPLICATIONS**

- Action planning for program change and enhancement
- Strategic business planning
- Five year program planning
- Priorities for Project Validation Assessments
- Follow-up focus groups on items of interest or for clarification of findings
- Input into the Installation Status Report (ISR)